

California Arts Council

GUIDE

TO

PROGRAMS

1997 - 1998

California Arts Council



Pete Wilson
Governor of California

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Purpose: The California Arts Council (CAC), a state agency, was established in January 1976 to encourage artistic awareness, participation, and expression; to help independent local groups develop their own arts programs; to promote employment of artists and those skilled in crafts in the public and private sector; to provide for exhibition of artworks in public buildings throughout California; and to enlist the aid of all state agencies in the task of ensuring the fullest expression of our artistic potential.

The Agency: The Director is the Chief Executive Officer and reports directly to the Governor. The Director and Deputy Director for Partnerships are appointed by, and serve at the pleasure of the Governor. The Director and Deputy Director manage a professional staff headquartered in Sacramento.

The Council: The appointed Council of the CAC consists of 11 members who serve four-year staggered terms. The Governor appoints nine members; the Legislature appoints two. Council members serve without salary, elect their own chair, and meet throughout the state to encourage public attendance. This body has final approval of CAC grants.

Mission: The mission of the CAC is to make quality art reflecting all of California's diverse cultures available and accessible; to support the state's broad economic, educational, and social goals through the arts; to provide leadership for all levels of the arts community; and to present effective programs that add a further dimension to our cities, our schools, our jobs, and our creative spirit.

Funding: The CAC is a taxpayer-supported agency, funded primarily from the state's annual budget process, supplemented with funds from the National Endowment for the Arts. Its grants are usually matched by foundations, individuals, earned income, government agencies, or other organizations.

Information Access: Due to the Public Records and Open Meeting Acts, applications and their attachments are not confidential and may be requested by the media and/or public. Observers may attend but may not comment on, participate in, or in any way interfere with panel meetings. Contact the CAC for meeting dates and locations.

Grants Panels: Applications are evaluated by panels of experts, recognized in their respective fields, who rank applications according to program criteria. The CAC staff provides information but not recommendations to the panel. The appointed CAC reviews panel recommendations before making final funding decisions.

Appeal Process: Appeals to CAC funding decisions must be submitted on an official Appeal Form, available from the CAC, and postmarked within 45 days of the decision. Appeals are heard only on the following grounds:

1. Assessment based on a misstatement of factual information as contained in the application such that it negatively influenced the panel's assessment of the applicant's request for funding; and/or
2. Incorrect processing of the required application materials such that it negatively influenced the panel's assessment of the applicant's request for funding.

Note: *Dissatisfaction with award denial or with award amount is not grounds for appeal.*

Requirements: The CAC is mandated both by federal and state regulations to fund only organizations that have proof of nonprofit status under sec. 501(c)(3) of the Internal Revenue Code, or under sec. 23701d of the California Revenue and Taxation Code, or entities that are a unit of government; and that comply with the Civil Rights Act of 1964, as amended; sec. 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975; the Drug-Free Workplace Act of 1988; California Government Code secs. 11135-11139.5 (barring discrimination); the Fair Labor Standards Act, as defined by the Secretary of Labor in part 505 of title 29 of the Code of Federal Regulations; the Americans With Disabilities Act of 1990 ("ADA"); and the Fair Employment and Housing Act.

Ownership, Copyrights, Royalties, Credit: The CAC does not claim ownership, copyrights, royalties, or other claims to artwork produced as a result of a CAC grant. However, the CAC reserves the right to reproduce and use such materials for official, noncommercial purposes. In addition, the CAC requires documentation of grant activity and appropriate credit for CAC partial support.

CALIFORNIA ARTS COUNCIL



Message from
Governor Pete Wilson

California artists have long been known for their innovation, imagination and creative flair. They've enhanced the beauty of our communities and helped define our state's unique identity.

Supplying 115,000 jobs and generating 77 million dollars in state and local tax revenues, the arts are indeed vital to California's culture and economy. Gayle and I are strong supporters of the arts, and we both have witnessed their power to stir emotions, promote culture and create a positive image for our state.

The Golden State's artists continue to flourish with the consistent encouragement of the California Arts Council. The Council has helped get young citizens interested in the arts by working to restore arts programs in our schools. Through its grant programs and special initiatives, it has become a national leader in supporting lifelong education programs.

I applaud the California Arts Council for its efforts to bring the arts into the lives of all California's citizens. Gayle joins me in sending our very best wishes to everyone at the Council and to the artists in this state for every continued success with their important work.

Sincerely,

PETE WILSON



From the Director
of the California Arts Council

California anchors the cutting edge of the continent, the hemisphere and the Pacific Rim. The state may have this position by virtue of geography; however, the strategic value of California results from a combination of many factors including an exciting artistic and creative life in the state. One can already catch a glimpse of the 21st century in California today, and chances are that the vision of the next century has been captured and presented by the arts and the rich creative minds in the Golden State.

Just as the state takes on a strategic value from the arts and creativity of so many Californians, so too does the California Arts Council, a state agency. Never has it been more important than now for the state to have a leader and a partner for the arts, which are part of a healthy formula for California's continued vitality.

The grantees of the various programs described herein are the magic in the winning formula for California. It is their work which enhances quality of life, establishes artistic excellence and inspiration, nourishes and completes the education of school children, works synergistically with entertainment, multimedia, tourism and technology, and brings a diverse state together.

Soon, the California Arts Council will present another facet of how to keep all its programs and grantees working together with other businesses and institutions. Keep your eyes open for California Culture Net—a virtual anchor of strategic importance.

Sincerely,

BARBARA PIEPER
Director

GUIDE TO PROGRAMS 1997-98



From the Chair
of the California Arts Council

The arts in California are prospering despite seemingly insurmountable obstacles. With the reorganization of the NEA, a reduction in corporate and foundation support, and an often dwindling or distracted patronage, California's arts community has demonstrated renewed vitality in its efforts to help shape the state's stake in the next millennium.

Our place in the evolution of new technology, arts in education, community planning and economic development is beyond dispute. We often tout the economic impact of the arts, the growth of cultural tourism, and our expanding connection to the high-tech and entertainment industries as examples of the great impact that artists and arts organizations have upon California. Certainly, these are true accomplishments to be celebrated, but we must not forget the seemingly intangible contribution that artists make to society every day, that of providing the catalyst to help constantly rekindle the human spirit and expand our individual and collective imagination. This is the true worth and purpose of our struggle and one that cannot be claimed in equal measure by any other segment of society.

The CAC is dedicated to ensuring that the partnerships we have created over the past two decades with California's artists and arts organizations will help to continue that fight and provide support for all who endeavor to place the arts at the forefront of California's goals for the 21st century.

Sincerely,

A handwritten signature in black ink, appearing to read 't hall'.

THOMAS R. HALL
Chair

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California Arts Council

ORGANIZATIONAL PROGRAMS

In providing grants to nonprofit arts organizations, the California Arts Council (CAC) helps to improve artistic programming, strengthen internal management, assist in the employment of professional staff and artists, and to provide access to arts programs and performances to a broad audience. Grants and technical assistance are provided to applicant organizations in the following program areas.

Organizational Support Program

The goal of the Organizational Support Program (OSP) is to promote the stability, institutional development, and vitality of arts organizations in all artistic disciplines. Requests may be for administrative or project-related purposes. Request amounts are based upon an organization's budget size in its most recently completed fiscal year at the time of application.

The minimum requirements for eligibility to the program state that applicants must: (1) have a demonstrable history of programming arts in the state for at least two years prior to the time of application; (2) have an annual income budget of at least \$2,000 in its most recently completed fiscal year at the time of application; and (3) be either an incorporated nonprofit (Internal Revenue Code sec. 501(c)(3)) or use as a fiscal agent an incorporated nonprofit that conducts programs in line with the applicant's mission or be a unit of government such as an arts council or commission. Non-arts organizations (e.g. universities, community centers) may apply for funding only for arts-related activities that are integral to their overall mission and activities. In these cases, request amounts are based upon that portion of the organization's budget that is allocated to arts-related purposes only.

As with all CAC programs, application requests are reviewed by volunteer panels comprised of artists, arts administrators, and knowledgeable members of the community. Their recommendations are, in turn, presented to the Council for final approval.

Applicants to the program are judged on six main criteria:

- artistic quality of programs and services
- managerial and fiscal competence
- relationship to the community
- community representation
- community development impact
- equitable payment to artists

Because of their significant resources, Large Budget Organizations, organizations with budgets over \$1 million, are asked to satisfy additional outreach requirements by providing services to the arts community and community at-large through sharing resources, increasing participation in the arts by underserved groups, and achieving a standard of excellence (as defined by the artistic discipline) that is significant to the region, the state, and/or the nation.

Following are examples of successful outreach programs:

- **The Fine Arts Museum of San Francisco's Museum Ambassador Program** is a community service program that provides docent training for multi-cultural high school students. The program was created to train students from diverse perspectives to teach art history to their peers.
- **The Los Angeles Music Center Opera's High School Residency Program** created and performed two operas based on the personal experiences of students from two South Central schools profoundly affected by the Los Angeles riots.
- **The Old Globe Theatre's Teatro Meta In-Schools** (San Diego) program emphasizes theater as an outlet for at-risk students. The program involves bilingual actors working with teachers to create a theatrical forum in which students identify and confront issues such as gang involvement, drug and alcohol abuse, and family difficulties.

Deadlines for Organizational Support

In order to accommodate the number of applications, the Organizational Support Program application deadlines will be staggered in fiscal year 1998-99.

Guidelines and application forms will be available by late November or early December 1997. All organizations who applied for 1997-98 support will receive an application in the mail. If you are a first-time applicant, we encourage you to check the eligibility requirements carefully and contact the discipline specialist listed below.

Guidelines and applications will be available in either traditional printed hard copy, or can be accessed on-line and printed from the CAC's Web site at <http://www.cac.ca.gov>. We encourage you to visit the CAC's Web site to view information on this program and to access the guidelines and application for this program.

Staff Contacts: Scott Wm. Heckes, Manager
Discipline Specialists listed below.

Discipline	Second-Year Reports*	Full Application Deadline	Staff Contact
Arts Services/Presenters/			
Arts Education	January 2, 1998	February 2, 1998	Anne Bourget
Dance	January 13, 1998	February 13, 1998	Rob Lautz
Literature	April 1, 1998	May 1, 1998	Ray Tatar
Media Arts	March 10, 1998	April 10, 1998	Anne Bourget
Music/Performing Groups	March 24, 1998	April 24, 1998	LeGrand Rogers
Music/Presenters/Festivals/			
Services/Training	February 20, 1998	March 20, 1998	LeGrand Rogers
Multi-disciplinary Arts	January 2, 1998	February 2, 1998	Anne Bourget
Theater	February 2, 1998	March 2, 1998	Ray Tatar
Visual Arts	January 2, 1998	February 2, 1998	Scott Wm. Heckes

* Second-Year Reports are submitted by organizations that were ranked fundable and received support in 1997-98. These organizations are required to submit a Second-Year Report for 1998-99 funding consideration.

Interdisciplinary arts organizations should apply in the discipline category that most closely resembles their work.

Multi-Cultural Arts Development Program

The Multi-Cultural Arts Development (MCAD) Program promotes cultural diversity by supporting the development, growth, and stabilization of culturally specific and multi-cultural artists groups/collectives and arts organizations in the state. Applicants in this category must be deeply rooted in and reflective of the cultural communities they serve. MCAD is comprised of two separate grant programs and a technical assistance component.

Multi-Cultural Entry Grant Program

Three-Year Cycle (FY 1995-98), Next Application Deadline: December 15, 1997

The program fosters the growth and development of small and/or emerging culturally specific and multi-cultural artist groups, collectives and arts organizations. Incorporated nonprofit status is not a program requirement.

This program awards grants only in three-year cycles. In receiving a grant, an organization will receive \$2,000 per year, for each of the three consecutive years to support the group's artistic and/or administrative activities. For the first year, grantees are free from matching requirements; thereafter, the amount of the match increases each year: 25% (\$500) during the second year of the cycle and 50% (\$1,000) for the third year. MCAD staff provide technical assistance in the form of artistic and administrative training seminars/sessions. Participation in these sessions is a **requirement** of MCE grantees.

The next cycle for MCE will be available July 2000. Guidelines and applications will be available either in traditional printed hard copy, or can be accessed on-line and printed from the CAC's Web site at <http://www.cac.ca.gov>.

Multi-Cultural Advancement Program

Three-Year Cycle (FY 1996-98) Next Application Deadline: Fall 1998

This program, also offered in a three-year cycle, awards grants of up to \$50,000 per year to midsize culturally specific and multi-cultural arts grantee organizations to assist these organizations in advancing to the next level of institutional development. To be considered for the program, an organization must have a successful record of awards in the Organizational Support Program for the **three** years preceding application. Application to the Advancement Program is by invitation only. Those current grantee organizations determined to be eligible will be notified early in 1999.

As structured, the request for funding is a two-step review process with two separate deadlines. Those applicants recommended for support in the first review will receive funding to facilitate the creation of an organizational and/or artistic development plan. The plans resulting from the first round that most clearly detail development activities in the program's three-year cycle will be most competitive in the second round. Funding for Multi-Cultural Advancement will be for the purpose of implementing the plan. Grant awards require no match for the first year, a 25% match for the second year, and a 50% match for the third year.

Technical Assistance Component

Technical Assistance: MCAD staff provide a series of educational training activities that include artistic and administrative seminars and conference scholarships. These opportunities are sometimes developed in conjunction with other programs of the CAC. Eligibility has primarily been focused on, but not limited to, recipients of CAC funding.

Staff contacts: Josie S. Talamantez, Program Manager
Lucero Arellano, Program Administrator

Performing Arts Touring and Presenting Program

The Performing Arts Touring and Presenting Program assists artists and presenters in bringing high quality performing arts to communities throughout the state. The program accomplishes this goal by providing artist fee support to organizations when they choose to present CAC Roster Artists (those included in the CAC's *1998-99 Touring Artists Directory*). Fee support is the reimbursement of a portion of the fees paid to the artists in return for their services in the host community.

Presenters

Eligible nonprofit organizations, local arts agencies, government agencies, colleges and universities, and other community service organizations with an arts mission may request fee support after contracting with CAC Roster Artists for engagements that include at least one public performance. Engagements may include residency activities such as master classes, lecture-demonstrations, etc.

Interested presenters should request a copy of the *1998-99 Touring Artists Directory*, which includes presenter eligibility criteria, priorities for funding, instructions on applying for fee support and requirements for reporting, in addition to the roster of participating artists. The complete *1998-99 Touring Artists Directory* can also be found on-line at the CAC's Web site at <http://www.cac.ca.gov>. It can be viewed on-line or printed directly from your computer. We encourage you to visit the CAC's Web site to view this document.

Presenters may request fee support as early as January 2, 1998, but no later than July 17, 1998. Engagements must take place between July 1, 1998 and June 30, 1999. Final guidelines for presenters are currently available and are included in the *1998-99 Touring Artists Directory*. Guidelines for presenters are also available on-line via the CAC's Web site.

There are two deadlines for requesting fee support to accommodate the booking schedules of different artists and presenters. While presenters may apply at either or both deadlines, earlier requests are required for engagements early in the fiscal year. Funding is allocated to accommodate the two application "pools" representing the two deadlines. Any eligible engagement not funded in the first pool will be retained for consideration in the second pool of applicants if the engagement takes place between October 1, 1998 and June 30, 1999. See the *1998-99 Touring Artists Directory* for full guidelines.

Pool	Deadline	For Engagements Between
A	March 13, 1998	July 1, 1998 to June 30, 1999
B	July 17, 1998	Oct. 1, 1998 to June 30, 1999

Performing Artists

California Artists—including nonprofit companies, unincorporated ensembles, and soloists—touring in the fields of dance, theater, music, and interdisciplinary performing arts may apply for inclusion in the *Touring Artists Directory*. Inclusion in the *Directory* enables artists to offer the possibility of CAC fee support for up to 50% of the artists' eligible fees to California presenters for qualified touring engagements. Whenever possible, the Performing Arts Touring and Presenting Program offers technical assistance to artists, presenters and booking agents to assist them in their professional development.

Intent to Apply Deadline: July 10, 1998

Application Deadline: August 21, 1998

Application forms for artists will be available by May 1998. Guidelines and application forms will be available either in traditional printed hard copy or can be accessed on-line and printed from the CAC's Web site at <http://www.cac.ca.gov>.

Staff Contacts: Patricia Milich, Program Manager
Rob Lautz, Program Administrator

Publications available to assist the performing artist:

Creating An Effective Promotional Video: A Guide to Those in the Performing Arts. This 20-page technical assistance publication produced by the Performing Arts Touring and Presenting Program helps performing artists who wish to create promotional videos for booking purposes. Available at \$7.50 per copy plus \$1 shipping. (California residents should add 54 cents sales tax; Sacramento County residents add 58 cents sales tax.) Send check or money order payable to "California Arts Council" to the Performing Arts Touring and Presenting Program, 1300 I Street, Suite 930, Sacramento, CA 95814.

On the Road Directory. Published each year in late fall, this publication is a listing by county of those engagements that were given fee support by the Performing Arts Touring and Presenting Program and includes presenter contact information, and names and disciplines of artists engaged. Free upon request.

Mailing Labels for Presenters in California. Mailing labels from the Master Presenter List of the CAC's Performing Arts Touring and Presenting Program (with over 700 presenters) are now available. Labels come only in full sets in zip code order on Avery labels. Neither partial sets, sets printed in another order or format, nor a directory of presenters is available at this time. Cost: \$35 in check or money order. Make check payable to "California Arts Council" and send to the Performing Arts Touring and Presenting Program, 1300 I Street, Suite 930, Sacramento, CA 95814.

California Challenge Program

Application Deadline: May 8, 1998

The California Challenge Program assists eligible California arts organizations in obtaining new and increased private funding, and local public funding for eligible local arts agencies, to support innovation and artistic excellence. The CAC expects California Challenge Program funds to stimulate creative thinking about arts programming, management, institutional development, and arts delivery systems.

The California Challenge Program strives to support innovative approaches to artistic excellence, including but not limited to:

- **Fresh approaches to artistic programming**, such as the creation of new work or artistic enhancement leading to improved artistic quality;
- **Initiatives that increase multi-cultural diversity in programs and audience**, such as collaborations between organizations rooted in different cultural traditions, outreach and marketing programs, or international exchange programs; and
- **New methods that increase audience involvement in the arts**, such as exemplary initiatives in arts education; visual and performing arts touring to underserved audiences; collaborations between urban and rural areas; the use of recording, print or electronic media to reach new audiences; adventurous public art projects; and arts and tourism partnerships.

Applicants must: (1) be a nonprofit, 501(c)(3) arts organization or municipal or county arts agency; (2) have a demonstrated history of at least two years of continuous arts programming two years prior to submitting an application; and (3) have an annual income of at least \$100,000 in its most recently completed fiscal year at the time of application. Depending on the organization's budget size, California Challenge Program grantees are required to match each Challenge dollar awarded with either two or three dollars of new and increased private funding or local public funding for eligible local arts agencies. Organizations with budgets between \$100,000 and \$999,999 are required to match Challenge Program awards on a 2:1 basis; those with budgets of \$1 million and above are required to match California Challenge Program awards on a 3:1 basis.

All prospective applicants are *strongly advised* to consult with California Challenge Program staff regarding the appropriateness of their request. Final guidelines and application forms will be available by March 1998 in hard copy or on-line.

Staff Contacts: Scott Wm. Heckes, Manager
Discipline Specialists listed on page 5.

PARTNERSHIP PROGRAMS

Partnership Programs

The Partnership Programs bring arts experiences to California residents by developing collaborations among artists, local arts agencies, local government, schools, communities and social service agencies. Through these efforts the CAC demonstrates that artists and arts organizations can enhance education, self-esteem, and community development.

In addition to funding, these programs provide technical assistance and services to artists, institutions, and service organizations in the form of educational conferences and publications. With the exception of Artists Fellowships and the Traditional Folk Arts Program, each program's grants carry with them matching requirements of varying levels. All Partnership Program applications are reviewed by volunteer panels of artists, arts administrators, and knowledgeable members of the community.

Artists in Residence Program

Application Deadline: February 6, 1998

The Artists in Residence Program provides funding for projects that emphasize long-term, in-depth interaction between professional artists and the public through workshops and classes sponsored by schools, nonprofit organizations, units of government, social institutions, and tribal councils. In this way, the program effectively forges a partnership among artists, sponsors, and the citizens of California.

The program's objectives are to:

- serve diverse communities throughout the state;
- expand professional artists' participation in society;
- use existing local arts resources;
- develop the artistic abilities and creativity of participants; and
- promote use of the arts for learning and problem solving.

Artists of all disciplines are eligible to apply. Projects consist primarily of hands-on experiences, but may also incorporate the history and critical theory of the art form. Residencies are designed to tap the imagination and skills of the participants, enabling them to understand the art form and increase their own creativity.

Grant awards are recommended based on the following criteria: artistic quality and professionalism of the artist(s); degree of sponsor support for the project; soundness of project design and fiscal plan; impact of the residency on participants and sponsor; resourcefulness in residency design; need for the residency; and clarity of the proposal.

All projects should emphasize long-term, in-depth public participation in the creative process. All residencies are a minimum of three months and a maximum of nine months in schools, 11 months in other components. Most residencies last for a period of nine to 11 months. They are locally designed and administered, and are free of charge.

Individual Residencies represent a collaboration between the artist and the sponsor. Together they determine the residency location and participants to be served, giving special considerations to the community's needs and those required by the art form. Project design must be established before CAC support can be sought.

Multi-Residencies are sponsored by arts organizations, school districts, units of government, tribal councils, or social institutions. The organization plans projects to include three or more artists of the same or different disciplines who conduct activities at one or a number of sites. Projects may engage participants in a broad range of arts activities, all of which must be united

by a single philosophy, vision, purpose or theme, and are guided by specific goals and objectives of the residency.

Program Categories

- **Artists in Schools (AIS):** Projects that take place in public or private nonprofit schools, grades Kindergarten-12, during school hours.
- **Artists in Communities (AIC):** Projects that take place in nonprofit community organizations, after school programs, or sponsored by a public or governmental agency, such as arts and cultural centers, department of parks and recreation, community services, libraries, churches, housing agencies, tribal reservations, etc. These projects must be open to the public.
- **Artists Serving Special Constituents (ASSC):** Projects that serve confined populations, in such places as hospitals, correctional centers, convalescent or children's homes; or projects sponsored by mental health centers, alcohol or chemical dependency treatment centers, special schools, or court or continuation schools; or projects in community organizations or schools that focus on special populations, such as the elderly or people with disabilities.
- A subcategory of ASSC is **Client as Teacher**. A limited number of residencies are available to artists who are clients, patients, or inmates. Contract awards depend on factors such as availability of time, length of residency, legal restrictions, and availability of funds.

Guidelines and application forms are currently available, either in traditional printed hard copy or on-line and printed from the CAC's Web site at <http://www.cac.ca.gov>. We encourage you to visit the CAC's Web site to view information on this program and to access the guidelines and application for this program.

Staff Contacts: Carol Shiffman, Program Manager
Wayne Cook, Program Specialist

Artists Fellowships

Application Deadline: January 9, 1998

The Artists Fellowship Program was established by the California Arts Council in 1987 to support the significant contributions made by California's artists. Each year a number of fellowships are awarded to exemplary California artists. Matching funds are not required and no specific project must be carried out with the funds.

Fellowships are awarded to artists who are the primary creators of their work, not those who interpret or carry out the work of others.

In each fiscal year different arts disciplines are recognized. The following timeline is set until the annual program budget allows for a shorter rotation period:

Visual Arts.....	1997-1998
Performing Arts.....	1998-1999
Media Arts & New Genre.....	1999-2000
Literature.....	2000-2001

In 1997-98, the program will fund Visual Arts. Artists must show 10 years of previous professional experience to be eligible to apply. The application requires submission of work samples and a resume of accomplishments.

Guidelines and application forms will be available by mid-October 1997. Guidelines and applications will be available either in traditional printed hard copy, or can be accessed on-line and printed from the CAC's Web site at <http://www.cac.ca.gov>.

Staff Contacts: Carol Shiffman, Program Manager
Wayne Cook, Program Specialist

Local Arts Education Partnership Program

Grant Application Deadline: April 17, 1998

The CAC, in partnership with the California Department of Education, inaugurated a new grants program, the Local Arts Education Partnership Program (LAEP) in 1996. The program was created through legislation, Senate Bill 1571, and is funded by sales of the CAC's Arts License Plate.

The purpose of the Local Arts Education Partnership Program is to develop a locally-based, collaborative, inclusive approach to improving arts education, using existing community arts resources and artists in a planned and coordinated way to strengthen basic arts skills and knowledge in California's public schools. To that end, consortia of local arts agencies, local education agencies, and arts and community resources may apply to the CAC for grants to plan, implement and evaluate comprehensive arts education programs in their local school districts. "Arts" include the four disciplines of dance, theater, music and the visual arts, as well as other creative art forms.

Now in its third grant cycle, the program authorizes a local arts agency, working with its education and community partners, to apply for a matching grant of up to \$20,000 per year for up to three years, to plan, implement and evaluate comprehensive arts education programs in partnership with a school district or county office of education. Consortia are urged to create long-term plans, preferably for at least three years. All multi-year plans will be reassessed each year to determine the quality and effectiveness of planning and implementation activities. Funding levels will be determined by monies available from the California Arts License Plate revenues.

Only local arts agencies with first access to the grants must send an initial letter of intent to apply. The letter must be postmarked on or before January 1, 1998, and mailed to the LAEP, California Arts Council, 1300 I Street, Suite 930, Sacramento, CA 95814. If a local arts agency does not indicate an interest in applying, local education agencies and community arts resources may jointly apply thereafter.

Guidelines and application forms will be available by November 1997. Grant applications are due by April 17, 1998, with October 1, 1998 as the earliest start date for the project. Guidelines and applications will be available either in traditional printed hard copy, or can be accessed on-line and printed from the CAC's Web site at <http://www.cac.ca.gov>.

Staff Contacts: Carol Shiffman, Manager, Local Arts Education Partnerships
Sally Ann Davis, Manager, State-Local Partnership Program

State-Local Partnership Program

State-County Partnership Application Deadline: January 23, 1998

The State-Local Partnership Program (SLPP) supports the growth and development of local arts agencies (arts councils and commissions); encourages increased local public and private arts funding; and promotes increased participation in the arts throughout the state.

Local arts agencies are defined as those agencies designated as the State-Local Partner by their local government body (county or city) mandated to foster the development and growth of cultural resources in their communities as identified through a cultural planning process.

The SLPP provides financial support to county and city-county local arts agencies which serve county-wide. General operating support is available to county designated arts agencies.

Grants are awarded based on the evidence of quality arts service provided to the community; broad representation of the community in governance, planning, and programs; and fiscal and administrative competence.

Guidelines and application forms will be available for the State-Local Partnership Program by late November 1997. Guidelines and applications will be available either in traditional printed hard copy, or can be accessed on-line and printed from the CAC's Web site at <http://www.cac.ca.gov>. For a list of State-Local Partners currently participating in the program, see pages 17-18 of this Guide or view the list on-line at the CAC's Web site.

Staff Contacts: Sally Ann Davis, Program Manager
Louisa Vessell, Program Administrator

Traditional Folk Arts Program

Application Deadline: Early Spring 1998

Applications Available: The Fund For Folk Culture, Santa Fe, New Mexico

Folk Arts are defined as the "homegrown traditional artistic activities" of "groups that share the same ethnic heritage, language, occupation, religion or geographic area." The CAC/Traditional Folk Arts Program (TFAP) recognizes community and/or family-based arts that have endured through several generations, that carry with them a sense of community aesthetic and that demonstrate the highest degree of artistic excellence.

The California Arts Council and The Fund for Folk Culture (based in New Mexico) have entered into a contractual agreement by which The Fund for Folk Culture administers the recruitment and dissemination of applications, and reviews and recommends the grants of the Traditional Folk Arts Program. All recommendations are subject to approval by the California Arts Council.

Eligible projects may include the following: public presentations such as community-based concerts, festivals, storytelling events and exhibitions; workshops and gatherings; the conservation or creation of important folk art items; intergenerational classes or other educational programs within a community; master-apprentice collaborations; the documentation of traditional folk arts, skills, ceremonies, beliefs or performances; publications and other activities.

Californians interested in applying to this program can contact Josie S. Talamantez, Folk Arts Coordinator at the California Arts Council (916) 322-6555 or Betsy Peterson at The Fund For Folk Culture directly at P. O. Box 1566, Santa Fe, New Mexico 87504 (505) 984-2534.

Public Art and Design

The Public Art and Design Program encourages the inclusion of art and design elements in public places. Public places include transportation systems, state and local public buildings, and public parks, etc. The program currently emphasizes interagency collaborations and advocacy to enable the inclusion of art and design elements in state projects. No grants are awarded in this category. However, a list of California agencies that fund local public art programs and a *Public Art Manual* are available on request.

Staff Contact: Sally Ann Davis, Manager

Interagency Projects

The California Arts Council is mandated to assist other state agencies in achieving their goals using the arts as a tool. Thus, a number of partnerships have been developed to incorporate arts programs into the activities of the Department of Mental Health, Division of State Hospitals; the California Youth Authority; the Trade and Commerce Agency; Division of Fairs and Expositions; and the Department of Parks and Recreation, using the arts to expand the delivery of services to the public. Interested state agencies should contact Juan Carrillo, Chief of Grant Programs, for further information.

Arts Education

Since its inception in 1976, the CAC has funded arts education activities in a variety of forms. In fiscal year 1994-95, the CAC funded nearly \$3.8 million in arts education activities at the local level through its Artists in Residence, State-Local Partnership, Organizational Support, California Challenge, Multi-Cultural Arts Development, and Performing Arts Touring and Presenting Programs.

As recognized in the California Department of Education's *Visual and Performing Arts Framework*, and in the Goals 2000: Educate America Act, the arts are at the core of learning; arts teachers ask their students to engage in learning activities that require higher-order thinking skills such as analysis, synthesis and evaluation. According to the College Entrance Examination Board, students of the arts continue to outperform their non-arts peers on the Scholastic Assessment Test. In 1995, SAT scores for students who studied the arts for more than four years were 59 points higher on the verbal and 44 points higher on the math portion than students with no coursework or experience in the arts.

Evidence from SAT scores and numerous recent studies demonstrate that California's future competitiveness in the communications-based world economy depends on kindergarten through grade 12 integration of arts education into the public school curriculum. The Local Arts Education Partnership Program is a small but critical investment in California's future, and it represents an investment that is much needed. Currently, California ranks 50th in the nation for music teachers per student, 45th in computers, and 49th in audiovisual materials.

SPECIAL INITIATIVES

Special Initiatives

The California Arts License Plate

Because of its popularity, the nation's first specialty license plate designed solely to benefit the arts is now generating a revenue stream to strengthen arts education and local arts programming throughout California. The Arts License Plate, featuring Wayne Thiebaud's "Coastline," is an original, evocative California seascape which thousands of California's motorists have already chosen to ornament their vehicles. In fact, Californians are so enthusiastically supporting the Arts License Plate, they have made it one of the fastest selling and most popular of the state's specialty license plates.

For just \$30, California motorists can purchase this one-of-a-kind plate from the Department of Motor Vehicles (DMV). For \$70, the plate can be personalized, benefitting both the Arts and the Environmental License Plate Fund. Renewal fee for the plate is \$15, or \$40 for a personalized plate. Information is available through DMV offices throughout the state or by calling the Special Processing Unit of the California DMV at 916-657-7654.

For an application, call 1-800-201-6201, or visit the CAC's Web site at <http://www.cac.ca.gov> to learn more about the Arts License Plate or to print an application directly from our Web site.



The Arts License Plate helps fund the arts in California. Call the California Arts Council at 1-800-201-6201 to receive your license plate application today!

"Without the experiences of art and its profound ways of anthologizing human consciousness, we are only partially developed as enlightened individuals. It is heartwarming to know that California citizens, by purchasing the California Arts License Plate, have proven their commitment to furthering the arts in our educational environment."

– Wayne Thiebaud

Special Initiatives, Planning and Research

In supporting and promoting the field and all CAC programs, the CAC regularly undertakes a variety of activities including special initiatives, planning and research related to the artistic and administrative health of the nonprofit arts in California. These efforts include technical assistance and training activities, research into trends and issues affecting the field, and cultural planning activities. Publications on specific issues, such as public art and the arts and technology, as well as the Governor's Conference on the Arts conference series, which explores issues of critical importance to the arts, are examples of such initiatives. Technical assistance and training programs are developed based on the needs of the field as identified by the Council, review panels, special task forces, and other advisory bodies.

For information on the CAC's technical assistance, planning, research and other special initiatives, contact Gloria Woodlock, Special Initiatives, Planning and Research Officer at the CAC via telephone at 916-322-6354; or via email at Gwoodlock@caartscouncil.com. Or, you can visit the CAC's Web site at <http://www.cac.ca.gov> to keep informed about the latest happenings in this exciting area of the CAC.

The Economic Impact Study of the Arts "The Arts: A Competitive Advantage for California"

The arts are our competitive advantage as demonstrated by the CAC and its partner KPMG Peat Marwick LLP in a study that has already achieved landmark status in the field of arts studies. This is good news since the nonprofit arts segment is an important piece of California's cultural and business fabric.

The arts humanize society and bring quality to our lives. Now, this report adds a new dimension to that statement by quantifying just how the arts have contributed in economic terms to the bottom line.

For example:

- The arts strengthen commerce, generate jobs and mean good business for California.
- Nonprofits return more than they get. Their total grants, gifts and public support is one-third of the amount they spend directly each year.
- In 1993, California's nonprofit arts generated more than \$2.159 billion in economic activity, creating 115,000 jobs as well as adding \$77 million in state and local tax revenues.
- In 1993, more than 173,000 Californians volunteered their time and services, providing a measure of the high value placed on these institutions in our communities.
- In 1993, direct and indirect spending by out-of-state visitors attracted by the arts was \$288 million on in-state transportation and lodging, generating \$158 million in income and 4,200 jobs.
- In 1993, 24 million paid admissions to nonprofit California arts events generated spending close to \$200 million in addition to tickets and admission fees.
- Considering that public and private gifts and donations approximate just \$254 million, the nonprofit arts are a terrific return on investment.
- The arts occupy a unique position in California's economy. The creative capital built through the arts is a valuable resource for the new merger of technology and entertainment.

While the arts have benefitted from their patrons, there is a reciprocal benefit as well; the creativity that springs from California's rich arts tradition is our competitive advantage and is an integral part of the growth and economic future of California.

The Arts: A Competitive Advantage for California is available in a variety of ways. If you would like a copy mailed to you, write to the CAC at 1300 I Street, Suite 930, Sacramento, CA 95814; call us at 1-800-201-6201; or email us at cac@cwo.com.

STATE-LOCAL PARTNERS 1997-98

Alameda

Alameda County Arts Commission
(510) 208-9646

Alpine

Alpine County Arts Commission
(916) 694-2787

Amador

Amador County Arts Council
(209) 223-5145

Calaveras

Calaveras County Arts Council
(209) 754-1774

Contra Costa

Arts and Cultural Commission of
Contra Costa County
(510) 646-2278

Del Norte

Del Norte Association for Cultural Awareness
(707) 464-1336

El Dorado

El Dorado Arts Council
(916) 621-5350

Fresno

Fresno Arts Council
(209) 237-9734

Humboldt

Humboldt Arts Council
(707) 442-0278

Imperial

Imperial County Arts Council, Inc.
(760) 337-1777

Inyo

Inyo Council for the Arts
(800) 874-0669

Kern

The Arts Council of Kern
(805) 324-9000

Kings

See: Tulare-Kings Regional Arts Council

Lake

Lake County Arts Council
(707) 263-6658

Lassen

Lassen County Arts
Council, Inc.
(530) 257-5222

Los Angeles

Los Angeles County Music & Performing Arts
Commission
(213) 974-1343

Madera

Madera County Arts
Council, Inc.
(209) 661-7005

Marin

Marin Arts Council
(415) 499-8350

Mariposa

Mariposa County Arts Council, Inc.
(209) 966-3155

Merced

Merced County Regional Arts Council, Inc.
(209) 388-1090

Modoc

Modoc County Arts Council
(916) 233-2505

Mono

Mono County Arts Council
(760) 934-3342

Monterey

Cultural Council for
Monterey County
(408) 622-9060

Napa

Arts Council of Napa Valley
(707) 257-2117

Nevada

Nevada County Arts Council
(530) 265-3917

Orange

Arts Orange County
(714) 477-9005

Placer

Arts Council of Placer County
(530) 885-5670

Plumas

Plumas County Arts
Commission
(530) 283-3402

Riverside

Riverside Arts Foundation
(909) 680-1345

Sacramento

Sacramento Metropolitan Arts Commission
(916) 264-5558

San Benito

San Benito County Arts Commission
(408) 637-2952

San Bernardino

Arts Council for San
Bernardino County
(909) 387-2787

San Francisco

San Francisco Arts Commission
(415) 252-2590

San Joaquin

San Joaquin County Arts Council
(209) 465-6092

San Luis Obispo

Arts Council of San Luis
Obispo County
(805) 544-9251

San Mateo

Arts Council of San Mateo County
(415) 593-1816

Santa Barbara

Santa Barbara County Arts Commission
(805) 568-3466

Santa Clara

Arts Council of Santa Clara County
(408) 998-2787

Santa Cruz

Cultural Council of Santa Cruz County
(408) 688-5399

Shasta

Shasta County Arts Council
(530) 241-7320

Sierra

Sierra County Arts Council
(530) 289-9822

Solano

Solano County Arts Council
(707) 421-1780

Sonoma

Cultural Arts Council of Sonoma County
(707) 579-ARTS

Stanislaus

Stanislaus Arts Council
(209) 558-8628

Sutter

See: Yuba-Sutter Regional Arts Council

Trinity

Trinity County Arts Council
(916) 623-2760

Tulare

Tulare-Kings Regional Arts Council
(800) 734-1520

Tuolumne

Central Sierra Arts Council
(209) 532-2787

Ventura

Ventura County Arts Council
(805) 489-7273

Yolo

Yolo County Arts Council
(530) 666-8210

Yuba-Sutter

Yuba-Sutter Regional Arts Council
(530) 742-2787

The **California Arts Council** is pleased to offer this California Coastline license plate designed by world-renowned California artist, Wayne Thiebaud. Now you may order your California Coastline license plate for only \$30.* Your contribution will help fund arts education and local arts programming in the state that would not otherwise be possible. Call the number below for an application.

Become A Licensed Art Lover



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* The standard plate is \$30 with a \$15 renewal fee.
You may order personalized plates for \$70.